

MAY 2016

**P/ID 77588/PMBG4/  
PMSP4**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define Port Marketing. What are the major functions of port marketing?
2. Explain the specific challenges of port and port related industry.
3. Differentiate between strategic and operational marketing of ports.
4. Explain the key elements of marketing planning of ports.
5. Describe the nature of port competition.
6. Explain the need for MIS in port marketing.
7. What techniques you use to promote ports?
8. Explain the significance of pricing in marketing of ports.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the common marketing strategies used by ports.
10. Explain the distinguishing features of a service in relation with port and port related industry.
11. Describe the objectives and methods of developing a marketing strategy for ports.
12. Write a note on the relevance of geographical location to vessel transit time and port rotation.
13. Explain the impact of inland transportation and inland depot facilities in marketing of ports.
14. How do the national traditions and weaknesses affect the business of ports?
15. Explain the steps involved in pricing of port services.
16. What are the uses of market research in port marketing?

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PART C — (20 marks)

(Compulsory)

17. “According to the Ministry of Shipping, around 95 per cent of India’s trading by volume and 70 per cent by value is done through maritime transport. India has 12 major and 187 non-major ports. Cargo traffic, which recorded 1,052 million metric tonnes (MMT) in 2015, is expected to reach 1,758 MMT by 2017. The Indian ports and shipping industry plays a vital role in sustaining growth in the country’s trade and commerce. India is the sixteenth largest maritime country in the world, with a coastline of about 7,517 km. The Indian Government plays an important role in supporting the ports sector. It has allowed Foreign Direct Investment (FDI) of up to 100 per cent under the automatic route for port and harbour construction and maintenance projects. It has also facilitated a 10-year tax holiday to enterprises that develop, maintain and operate ports, inland waterways and inland ports”.

Questions :

- (a) Explain the implications of FDI in Ports sector.
- (b) Explain the role of Government of India in the development of Ports Sector in India.

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